JEWISH NATIONAL FUND

CELEBRATING JERUSALEM 3000

Honoring Belkin Productions' 30th Anniversary

August 25, 1996 • Cleveland Public Hall

June 7, 1996

Mr. Jose Fontanez
Philip Morris
120 Park Avenue
New York, NY 10017

Dear Mr. Fontanez:

I invite you to join me in honoring Belkin Productions on Sunday August 25, when the Jewish National Fund presents its prestigious Tree of Life Award to Jules and Mike Belkin at a gala Celebration at Cleveland's Public Hall. The Celebration will commemorate two significant anniversaries---3000 years since King David's arrival in Jerusalem, and 30 years of business in the entertainment industry for Jules, Mike and everyone involved in Belkin Productions.

The Celebration promises to be a memorable and fun evening, "the party of the summer in Cleveland." It will feature lavish food, multimedia presentations, an open bar, a fast paced program, and for your entertainment, direct from Broadway, comedian Jackie Mason.

You may participate as a Platinum, Gold, or Bronze Sponsor. Respective costs are $18,000, $10,000 and $5,000. In each case, a preferred table of ten and a full page Journal ad corresponding to the sponsorship's level is included. A Platinum sponsorship comes with a 100 tree Garden in Jerusalem's Rabin Park, and a Gold sponsorship comes with a bank of 50 trees.

Another way you may honor Jules and Mike is through a Green, Blue or White Tribute page in the Journal. Respective costs are $4,000, $2,500 and $1,000.

Accompanying this letter is an information and reply card showing the complete Celebration price list, including tax deduction levels.

Jules and Mike have been instrumental in making Cleveland an international focus for outstanding entertainment. At the same time, they are a part of the community's philanthropic leadership as supporters of such causes as the Juvenile Diabetes Foundation, United Negro College Fund, Make-A-Wish Foundation, American Heart Association, Jewish Welfare Fund Appeal, Plain Dealer Charities, Shoes for Kids, United Cerebral Palsy Association, the Rock and Roll Hall of Fame, and Jewish National Fund.

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Lawrence M. and Nancy W. Bell, Chairpersons • **Stuart A. Gertman**, President • **Sheldon L. Green**, Regional Director
Jewish National Fund • 24100 Chagrin Blvd., #100 • Cleveland, Ohio 44122 • 216-464-3888 • Fax: 216-464-8642

Source: https://www.industrydocuments.ucsf.edu/docs/pjcn0004

The Jewish National Fund is responsible for the development and building of Israel's infrastructure. This includes tree planting, roads, water reservoirs, sites for housing and industry, and parks and recreation areas. To commemorate "Jerusalem 3000", JNF is raising funds for a park and events center which includes an amphitheater with a capacity for 40,000 people. This center will enable Jerusalem to compete for major entertainment and cultural attractions. The net proceeds raised at our Cleveland Celebration will be earmarked for this project, which is scheduled to be completed in time for Israel's 50th anniversary in 1998.

Jules and Mike are helping make this project a reality. Please join them by lending your support. You may respond by completing and returning the enclosed information and reply card in the envelope provided, or a member of the Celebration's leadership will be in contact with you shortly to discuss this request.

Many thanks.

Sincerely,

Lawrence M. Bell

Lawrence M. Bell
Co-chair

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